



**Client:** De Beers - Forevermark

**Agency:** JWT London

**Project:** provision of Photographic and Post Production services for below and above ADV.

**Shooting Location:** Hong Kong

**Photographer:** Fabio Gaburro - CLX head of photography

**Project Challenges:**

Satisfy the client demand of security, timing, logistical planning and quality in HK

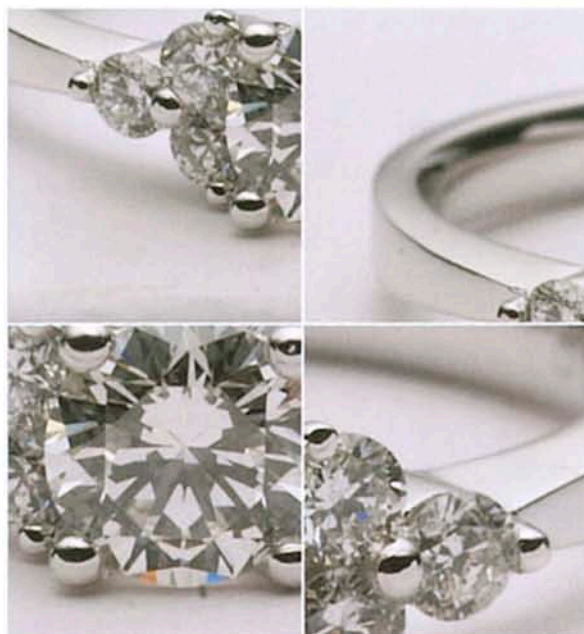
- Products value in the excess of 5mil USD.
- 70 jewellery pieces in 10 days - Location Hong Kong.
- The project involved 3 markets: China, Hong Kong & India.
- Each market had his own De Beers Product Managers, JTW representative.
- The entire project involved circa 25 stakeholder.
- CLX to look after all the Logistical Planning on location.
- The Highest level of quality required
- On site sourcing of: Studio Location, equipment, security, accommodation and transportation and catering.

**CLX Solutions:**

- Photography and on Project management.
- On line Approval Application.
- Finalization of assets post production within the Verona headquarter.

**Business Value:**

- Reduced time to market
- Overcame historical slow and poor communication between project stakeholders
- Provided company-wide, real-time project management dashboard
- Enables more accurate stock control and distribution management



BEFORE



AFTER

